

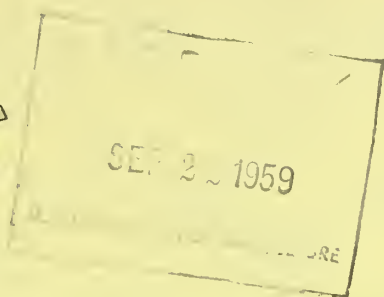
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# FOOD PREVIEW



A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U.S. Department of Agriculture  
Agricultural Marketing Service

August 28, 1959  
F P - 31

MEAT.....Livestock production continues upward. Increase in cattle numbers this year estimated at about 5 million head.

Beef.....By mid-year 6% fewer cattle and 21% fewer calves had been commercially slaughtered than same period of 1958. Even though slaughter rates balance of 1959 will be closer to year ago, total will be enough to indicate big inventory increase by first of year.

Pork.....Marketings from 12% larger spring pig crop will near seasonal peak in October. Hog slaughter--as well as pork supplies--expected continue large at least into early 1960.

Lamb.....Crop estimated slightly above 21 million head--2% above a year ago, a tenth greater than average. Slaughter expected continue slightly above last year's level.

## POULTRY:

Broiler-fryers..Supplies over next couple months will be ample for seasonally reduced demand.

Turkeys.....Poult placements for September and October marketings well above year ago. Consumer sizes will be particularly plentiful. Commercial slaughter all types through August 8 were 15% above same period last year.

Eggs.....Supplies over next 8 to 10 weeks expected run above last year, due mostly to increased laying rate. But seasonally high proportion will be smaller sizes.

DAIRY.....Milk supplies will be ample, though production declining seasonally. Supply-demand balance--indicated by volume of CCC price support purchases--somewhat improved, compared with 1958. Production of butter in past few weeks has dipped 12%, American cheese 7% from year earlier levels.

## FRUITS:

Apples.....August 1 estimates nearly 119 million bushels--6% below heavy 1958 crop, but 9% above average.

Pears.....Forecast almost 32-1/3 million bushels--12% above last year and 9% greater than average.

Grapes.....Estimated 3,129,000 tons--3% above last year, 8% more than average. California table varieties--600,000 tons--70,000 tons above 1958. Raisin type grapes--1,700,000 tons--4% greater than 1958. California wine grapes--560,000 tons--3% below last year's production.

Cranberries....Mid-August estimates a record 1,264,000 barrels (100 pounds each). That's 8% above last year, 29% above average.

Canned Fruits...Early season prospects for moderate increase over 1958-59 pack. Larger packs apricots, red tart cherries, peaches, pears, purple plums and fruit cocktail probable; little change expected in packs of apple slices, apple sauce, sweet cherries; smaller packs likely for figs and olives.

### Frozen Orange

Concentrate...New pack from 1958-59 Florida oranges---completed in early July-- totaled about 80 million gallons--11% above previous 1956-57 record --and 40% above relatively small 1957-58 pack. August 1 stocks totaled about 37-1/2 million gallons, or about 61% larger than year earlier.

Frozen Berries..Small increase expected in total frozen output, (excluding juices). Sharply higher cherry pack expected, but smaller strawberry output than year earlier. August 1 frozen fruit holdings: 488 million pounds--down 14 million from year ago, but 53 million pounds above average.

Dried.....Total expected to run substantially larger than relatively light 1958 production. California dried prunes estimated 150 thousand tons (dried basis)--56% larger than year's light output, but 7% below average. Increased raisin production likely; increases also expected in apricots, peaches, pears. But dried figs and apples may dip below 1958.

NUTS.....Latest estimates: Peanuts, 1 billion, 727 million pounds--about 6% below last year, but 5% above average. Pecans, 138 million pounds--21% below last year and 8% below average. Almonds, record 70,000 tons--which is also 3-1/2 times greater than last year's crop. Walnuts, 68,400 tons--23% below year ago and 7% less than average. Filberts, 10,190 tons--36% greater than year earlier and 29% above average.

### VEGETABLES:

Fresh.....Supplies for late summer harvest--but not including melons--expected be moderately above year ago. Much larger late summer onion crop accounts for about half total increase. More late summer celery, cucumbers, green peppers, tomatoes, summer snap beans, escarole, lettuce and spinach expected; but smaller output late summer carrots and cabbage, summer lima beans, beets, and cauliflower. Materially less early fall cabbage and carrots expected than year ago, and slightly less early fall celery.

Processed.....Indicated about 5% smaller output than year ago, but materially greater than average. As current marketing season began, canned vegetable stocks were moderately larger, but new pack prospects indicate smaller total supplies than 1958. Frozen vegetable supplies expected run moderately above last year and considerably above average.

Potatoes.....Supplies for late summer harvest estimated 33-2/3 million hundred-weight--2% below year ago but slightly above average. Fall crop forecast 8% smaller than last year but about 11% above average. Sweet potato crop estimated 17,852,000 hundredweight--2% over last year but 9% below average.

RICE.....Forecast slightly more than 52 million 100-pound bags--11% more than 1958, 9% above average.

# The Plentiful Foods Program

The Agricultural Marketing Service of the U. S. Department of Agriculture, through its Plentiful Foods Program, is supporting these industry food campaigns:

|   |                  |
|---|------------------|
| NATIONAL BETTER BREAKFAST MONTH . . . . . | September 1 - 30 |
| PORK INDUSTRY PROMOTION . . . . .         | October 1 - 10   |
| OCTOBER CHEESE FESTIVAL . . . . .         | October 1 - 31   |
| RICE HARVEST FESTIVAL . . . . .           | October 1 - 31   |
| EGGTOBER . . . . .                        | October 1 - 31   |
| NATIONAL APPLE WEEK . . . . .             | October 15 - 24  |
| FISH 'N SEAFOOD PARADE . . . . .          | October 19 - 25  |